Projects in Professional Communications
L E S S O N   P L A N N E R

This LESSON PLANNER correlates the *Projects in Professional Communications* chapter objectives to the:

- Chapter 130. Texas Essential Knowledge and Skills for Career and Technical Education Subchapter C. Arts, Audio/Video Technology, and Communications §130.110. Professional Communications (One-Half Credit), Adopted 2015.
- Precision Exams' STANDARDS, OBJECTIVES, AND INDICATORS for BUSINESS COMMUNICATION I (220) and BUSINESS COMMUNICATION II (222). For more information, please visit the Precision Exam website at www.precisionexams.com

§130.110. Professional Communications (One-Half Credit), Adopted 2015
Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions. The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.

The Professional Communications course is recommended for students in Grades 9-12 and satisfies a speech credit or skills graduation requirement. Students shall be awarded one-half credit for successful completion of this course. Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication.

Foundation High School Program – Proficiency in Speech Skills

To receive a high school diploma, a student must demonstrate proficiency, as determined by the district in which the student is enrolled, in the following:

- Delivering clear verbal messages
- Choosing effective nonverbal behaviors
- Listening for desired results
- Applying valid critical-thinking and problem-solving processes
- Identifying, analyzing, developing, and evaluating communication skills needed for professional and social success in interpersonal situations, group interactions, and personal and professional presentations

Minimum High School Program **(MHSP)**, Recommended High School Program **(RHSP)**, or Distinguished Achievement Program **(DAP)**.

Discipline	Foundation HSP	*MHSP	*RHSP	*DAP
Fine Arts	**One credit**	**One credit**	**One credit**	**One credit**
Speech	**Demonstrated proficiency in speech skills**	**One-half credit from either of the following:** • Communication Applications • Professional Communications (CTE)	**One-half credit from either of the following:** • Communication Applications • Professional Communications (CTE)	**One-half credit from either of the following:** • Communication Applications • Professional Communications (CTE)

* Only available for students who entered grade 9 before the 2014-2015 school year

Endorsements	**A student may earn an endorsement by successfully completing** • **curriculum requirements for the endorsement** • **a total of four credits in mathematics** • **a total of four credits in science** • **two additional elective credits**
Business and Industry	A coherent sequence or series of courses selected from one of the following: • CTE courses with a final course from the Agriculture, Food, & Natural Resources; Architecture & Construction; Arts, Audio/Video, Technology & Communications; Business Management & Administration; Finance; Hospitality & Tourism; Information Technology; Manufacturing, Marketing; Transportation, or Distribution & Logistics CTE career cluster • The following English electives: public speaking, debate, advanced broadcast journalism including newspaper and yearbook • Technology applications • A combination of credits from the categories listed above

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
	Chapter 1 Objectives: Professional Communications in a Digital Age		
Understand the meaning of professional communications.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(9) (C)** analyze the impact of communications on society. **(11) Breakout(s)**: L, M, O	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 4**: Understand the skills needed to maintain employment. Understand qualities that employers expect in employees.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 2**: Understand appropriate professional behavior.
Recognize that digital technology plays a key role in contemporary professional communication.	**(b) (2)** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **(9) Breakout(s)**: C, D **(11) Breakout(s)**: Q, R, S, T, W	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. **Objective 2**: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.)

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Identify professional areas of communication.	**(b) (2)** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(c) (1)** (**B**) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. **Standard 3**: Students will develop and practice effective oral communication Skills. **Objective 1**: Practice correct pronunciation and enunciation. **Standard 5:** Students will produce effective written communication documents. **Objective 2**: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. **Standard 6:** Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objectives 2-4** **Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 1**: students will develop and practice effective oral communication skills. **Objective 1**: If continuing from Business Communication I, build on Standard 3, Objectives 1 through 3. **Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment. • Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights. **Objective 4**: Develop supervision techniques and customer service strategies. • Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of
Identify the types of digital technology used in professional communication.	**(11) Breakout(s)**: Q, R, S, T, W	**Standard 8**: Students will use technology to enhance the effectiveness of communication.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. **Objective 2**: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.) **Objective 3**: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and Internet applications.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Understand the obligation for responsible use of digital technology.	**(9) Breakout(s)**: A, B, D **(11) (D)** identify and analyze ethical and social responsibilities of communicators.	**Standard 8**: Students will use technology to enhance the effectiveness of communication.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.
Chapter 2 Objectives: History and Evolution of Communications Careers			
Identify the six career pathways that comprise the communications career cluster.	Not assessed	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.
Recognize the beginnings of those pathways in ancient civilizations.	Not assessed	Not assessed	Not assessed
Understand how the development of the printing press, as well as early forms of music and drama, contributed to cultural communication.	Not assessed	Not assessed	Not assessed
Appreciate the growth of realistic painting and sculpture from the 16th through the 20th centuries.	Not assessed	Not assessed	Not assessed
Understand the significance of early radio and television technology.	Not assessed	Not assessed	Not assessed
Recognize the significance of current trends in video and communications technology.	**(b) (2)** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **(11)** The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 2**: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.) **Objective 3**: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and Internet applications.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
	Chapter 3 Objectives: The Communications Industry Today		
Understand the economic foundation of the communications industry.	**(6) (C)** analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 4**: Understand the skills needed to maintain employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 4**: Understand the skills needed to maintain employment.
Recognize that Internet technology affects the lives of nearly all Americans.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(5) (A)** use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. **(10) (B)** use technology to enhance productivity.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 3**: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and Internet applications.
Understand the impact of the breakup of telephone monopolies on the communications industry.	**(6) (B)** analyze and summarize the history and evolution of the various related fields of study. **(11) (A)** develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects.	Not assessed	Not assessed
Recognize the ethical and legal implications of copyright law.	**(9) (B)** discuss copyright laws in relation to fair use and duplication of materials.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 5**: Incorporate standards of business ethics into effective communication.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Begin consideration of needed coursework and cultivation of personal skills in preparation for pursuing a chosen career pathway.	**(c) (1) (C)** demonstrate skills related to seeking and applying for employment. **(c) (1) (E)** demonstrate skills in evaluating and comparing employment opportunities. **(c) (3) (E)** apply active listening skills. **(c) (3) (H)** exhibit public relations skills. **(4) (A)** employ critical-thinking skills independently and in groups **(4) (B)** employ interpersonal skills in groups to solve problems. **(10) (A)** employ planning and time-management skills to relate to professional communications. **(11) Breakout(s)**: E, F, S	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement. **Objective 2**: Create an employment portfolio. **Objective 3**: Understand the application and interview process for employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement. **Objective 2**: Create an employment portfolio. **Objective 3**: Understand the application and interview process for employment. **Objective 4**: Understand the skills needed to maintain employment.
Chapter 4 Objectives: The Fundamentals of Professional Communication			
Recognize that communication has academic, civic, professional, and social importance.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(c) (1) (B)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(c) (3)** The student applies professional communications strategies. **(9) (C)** analyze the impact of communications on society. **(11) Breakout(s)**: D, E, F, I, M	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights. **Objective 3**: Write short-term and long-term personal and professional goals.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Identify basic elements of the communication process.	**(11) Breakout(s)**: B, C, E, G, I	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 1**: Identify the four steps of the communication process.	**Standard 1**: students will develop and practice effective oral communication skills. **Objective 1**: If continuing from Business Communication I, build on Standard 3, Objectives 1 through 3. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights.
Take the intent, audience, situation, and purpose into account to establish a standard for communication decisions.	**(2) (C)** identify assumptions, purpose, outcomes, solutions, and propaganda techniques. **(3) (A)** adapt language for audience, purpose, situation, and intent. **(11) Breakout(s):** H, I, K, M, T	**Standard 2**: Students will develop correct usage and mechanics in English. **Objective 3**: Communicate in a clear, courteous, concise, complete, and correct manner. select language for audience and purpose. **Standard 4**: Students will develop reading strategies that improve speed, comprehension, and retention. **Objective 2**: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. **Standard 5**: Students will produce effective written communication documents. **Objective 2**: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 4:** Understand the skills needed to maintain employment. • Practice basic etiquette in a given situation. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. • Identify situations in which technology can impact customer service.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Understand the importance of context in communication.	**(11) Breakout(s)**: E, F, J	**Standard 2**: Students will develop correct usage and mechanics in English. **Objective 3**: Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose. **Standard 3**: Students will develop and practice effective oral communication skills. **Objective 2**: Identify regional, international, and cultural differences in communication. use bias-free language. **Standard 4**: Students will develop reading strategies that improve speed, comprehension, and retention. **Objective 4**: Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 1**: Demonstrate proper respect with customers, coworkers, subordinates, and supervisors.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights. **Objective 4**: Develop supervision techniques and customer service strategies. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.
Chapter 5 Objectives: Oral Language			
Recognize symbols, social acceptance of meaning, grammar, flexibility, and change as characteristics of language.	**(2) (B)** use correct grammar, punctuation, and terminology to write and edit documents. **(3) (A)** adapt language for audience, purpose, situation, and intent. **(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance.	**Standard 2**: Students will develop correct usage and mechanics in English. **Objective 2**: practice and use correct punctuation and grammar in written communication. **Standard 3**: Students will develop and practice effective oral communication skills. **Objective 2**: Identify regional, international, and cultural differences in communication. use bias-free language.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Demonstrate an ability to adapt oral language to the situation, purpose, audience, and intent.	**(c) (1) (B)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(2) (C)** identify assumptions, purpose, outcomes, solutions, and propaganda techniques. **(3) (A)** adapt language for audience, purpose, situation, and intent. **(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested) **Objective 4**: Present a professional oral presentation that includes credible evidence. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.
Chapter 6 Objectives: Nonverbal Communication			
Interpret types of nonverbal communication, including paralanguage, facial expressions, eye contact, gestures, posture, movement, and appearance.	**(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. • Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.

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Analyze how proxemics are affected by culture, gender, and work or social contexts.	Not assessed	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. • Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 2**: Understand appropriate professional behavior: office relationships, sexual harassment, politics, business ethics, and customer and employee rights. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.
Analyze the effects of nonverbal communication, such as mannerisms, and how a speaker conveys credibility.	**(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. • Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.
Chapter 7 Objectives: Listening			
Demonstrate four components, or stages, of listening: sensing, interpreting, evaluating, and responding.	**(3) (C)** interpret and communicate information, data, and observations. **(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested)

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Identify four types of listening: appreciative listening, critical listening, deliberative listening, and empathic listening.	**(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. • Indicator: Empathize with sender, ask questions to clarify, and make eye contact.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested)
Learn to overcome barriers to effective listening.	**(3) (E)** apply active listening skills **(3) (G)** listen to and speak with diverse individuals **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. • Identify barriers to communication.	Not assessed
Use effective listening strategies such as concentrating, practicing, preparing, listening for key words, taking notes, and summarizing.	**(3) (E)** apply active listening skills **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity. • **Indicator**: Conducting a meeting and preparing an agenda.	Not assessed

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
		Chapter 8 Objectives: Effective Interpersonal Communication Strategies	
Examine how duration, intimacy, and protocol help define interpersonal relationships and shape interpersonal decisions.	**(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (F)** use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication. • Communicate with one another using only nonverbal communication such as gestures, body language, eye contact, etc. **Standard 3**: Students will develop and practice effective oral communication skills. **Objective 2**: Identify regional, international, and cultural differences in communication. use bias-free language. **Standard 6**: Students will develop and practice proficient listening skills. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 1**: Demonstrate proper respect with customers, coworkers, subordinates, and supervisors. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Demonstrate the effective interpersonal communication is assertive, courteous, specific, relevant, and sincere.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(C) (1) (B)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance. **(11) (F)** use appropriate interpersonal communication	**Standard 2**: Students will develop correct usage and mechanics in English. **Objective 3**: Communicate in a clear, courteous, concise, complete, and correct manner; select language for audience and purpose. **Standard 5**: Students will produce effective written communication documents. **Objective 1**: Identify the four steps of the writing process (planning, composing, editing, and publishing). • **Indicator**: Create clear, courteous, concise, complete, and correct documents. **Standard 6**: Students will develop and practice proficient listening skills. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication. **Objective 4**: Develop supervision techniques and customer service strategies. • Practice relevant strategies for dealing with dissatisfied customers on the telephone, through face-to-face communication, and in writing. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Use appropriate channels to communication most effectively.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(2) (D)** compose and edit copy for a variety of written documents. **(2) (E)** evaluate oral and written information **(2) (F)** research topics for the preparation of oral and written communications. **(3) (B)** organize oral and written information. **(5) (A)** use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. **(11) Breakout(s):** B, E, M	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 1**: Identify the four steps of the communication process. *(1)* Sender encodes message. *(2)* Message is sent. *(3)* Receiver receives message. *(4)* Receiver sends feedback. **Standard 5**: Students will produce effective written communication documents. **Objective 2**: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. **Standard 6**: Students will develop and practice proficient listening skills. **Objective 2**: Demonstrate the proper use of telephone technique.	**Standard 1**: Students will develop and practice effective oral communication skills. **Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 2**: Use modern technology to enhance business communication (CD-DVD ROM, flash drive, video conferencing, smart phone, voice recognition software, etc.)
Use decision-making strategies and listening skills to fully participate in conversations for a variety of purposes.	**(3) (E)** apply active listening skills. **(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 8**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication. **Objective 4**: Develop supervision techniques and customer service strategies.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
		Chapter 9 Objectives: Interpersonal Listening	
Use strategies for effective critical listening.	**(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	Not assessed
Use strategies for effective deliberative listening.	**(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	Not assessed
Use strategies for effective empathic listening.	**(11) (C)** demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. • **Indicator**: Empathize with sender, ask questions to clarify, and make eye contact.	Not assessed

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Use strategies for effective reflective listening.	Not assessed	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity.	Not assessed
Chapter 10 Objectives: Solving Problems and Managing Conflict Managing Conflict			
Solve communication problems by identifying and defining the problem and proposing, evaluating, and acting on a solution.	**(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Not assessed
Use problem-solving strategies including asking and answering questions, offering and receiving criticism, and using critical thinking.	**(4) (A)** employ critical-thinking skills independently and in groups. **(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 6**: Students will develop and practice proficient listening skills. **Objective 1**: Practice following oral directions, by listening attentively, taking accurate notes, and asking questions. **Objective 3**: Demonstrate courtesy and respect for the speaker through attentive listening. • **Indicator**: Empathize with sender, ask questions to clarify, and make eye contact. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Not assessed

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Learn how to manage conflict and evaluate interpersonal communication.	**(c) (1) (B)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Not assessed
**Chapter 11 Objectives: Interviews**		
Learn about the types and purposes of interviews.	**(11) (G)** demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.
Anticipate interview questions to answer, and plan interview questions to ask.	**(c) (1) (C)** demonstrate skills related to seeking and applying for employment. **(11) (G)** demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.
Use the steps in the interviewing process to match the situation, purpose, and audience.	**(11) (G)** demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.
Conduct interviews using productive questions and a means for recording the interview.	Not assessed	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
		Chapter 12 Objectives: The Power of Groups	
Understand the purpose and function of groups.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Not assessed
Evaluate how group norms govern the way that people in groups interact.	Not assessed	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Not assessed
Recognize that different groups have different purposes.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	Not assessed
Evaluate the individual needs that groups fulfill.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity. • **Indicator**: Conducting a meeting and preparing an agenda.	Not assessed
Analyze different types of groups.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	Not assessed	Not assessed

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
		Chapter 13 Objectives: Group Dynamics and Roles	
Understand the processes of development in group dynamics.	**(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Not assessed
Analyze member roles in groups.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Not assessed
Recognize the effectiveness of nonverbal communication in groups.	**(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 1**: Students will identify the communication process and practice effective nonverbal communication skills. **Objective 2**: Recognize the differences between nonverbal and verbal communication.	Not assessed

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Learn how to evaluate group performance.	**(11) (I)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues. **Objective 4**: Explore positive teamwork skills, techniques, and styles.	Not assessed
Chapter 14 Objectives: Group Discussions			
Identify the purpose of group discussions and the processes professional groups use to solve problems.	**(4) (A)** employ critical-thinking skills independently and in groups. **(4) (B)** employ interpersonal skills in groups to solve problems. **(11) Breakout(s)**: H, J, P	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues.	Not assessed
Demonstrate leadership by identifying and using the process of leading a group from beginning to adjournment.	**(b) (4)** Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations. **(c) (1) (b)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(8) (A)** identify leadership characteristics. **(8) B)** participate in student leadership and professional development activities. **(11) (H)** identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity. • **Indicator**: Conducting a meeting and preparing an agenda.	**Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships.

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Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Manage conflicts in groups with supportive strategies.	**(c) (1) (b)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Not assessed
Craft compromises focused on the group's goal.	**(c) (1) (b)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability. **(4) (B)** employ interpersonal skills in groups to solve problems. **(11) (J)** communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups.	**Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors.	Not assessed
Chapter 15 Objectives: Types of Presentations			
Explain the various types of presentations.	**(11) (K)** research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations. and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested) **Objective 4**: Present a professional oral presentation that includes credible evidence. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Understand and implement informative presentations.	**(3) (D)** deliver formal and informal presentations. **(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report. • Create a Reference/Works Cited page with proper citations for sources. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.
Understand and implement persuasive presentations.	**(3) (D)** deliver formal and informal presentations. **(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.
Understand and implement motivational presentations.	**(3) (D)** deliver formal and informal presentations. **(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 4**: Present a professional oral presentation that includes credible evidence. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. Objective 2: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Evaluate the content of presentations for logical fallacies.	**(11) (K)** research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 4**: Students will develop reading strategies that improve speed, comprehension, and retention. **Objective 4**: Assess how point of view or purpose shapes content and style in propaganda, biased, literal, inferential, and factual statements.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (videotape presentation for evaluation suggested)
	Chapter 16 Objectives: Researching Your Subject		
Establish credibility through research.	**(c) (2) (F)** research topics for the preparation of oral and written communications. **(11) (K)** research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations. and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility. **(11) (S)** use research skills and electronic communications.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 3**: Students will compose an effective business report. **Objective 1**: Using research and the writing process (site specific textual evidence)
Learn to use primary and secondary sources.	**(11) (K)** research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations. and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 2**: Students will improve and demonstrate effective informational reading strategies. **Objective 2**: Use basic research techniques to find and use a variety of primary and secondary sources.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Locate and evaluate Internet and print resources.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 2**: Students will improve and demonstrate effective informational reading strategies. **Objective 2**: Use basic research techniques to find and use a variety of primary and secondary sources.
Find and use a variety of supporting material from reference sources and periodicals.	**(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 2**: Students will improve and demonstrate effective informational reading strategies. **Objective 2**: Use basic research techniques to find and use a variety of primary and secondary sources.
Chapter 17 Objectives: Organizing Your Presentation			
Understand and explain the importance of organizing a presentation.	**(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 4**: Present a professional oral presentation that includes credible evidence. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report.
Develop an effective introduction, body, and conclusion.	**(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 4**: Present a professional oral presentation that includes credible evidence. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Use correct grammar, spelling, and parallelism in both the presentation and oral report.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Compose effective transitions.	**(5) (A)** Use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. **(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.
Learn how to outline and use notes to organize ideas.	**(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report.
Chapter 18 Objectives: Preparing Supporting Materials for Oral Presentations			
Understand and give impromptu, extemporaneous, manuscript, and memorized presentations.	**(3) (D)** deliver formal and informal presentations. **(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 3**: Deliver impromptu and planned speeches with confidence.
Produce notes and visual aids.	**(11) (L)** develop formal and informal professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations, and providing credit for information sources.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.
Use presentation software.	**(5) (A)** Use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Chapter 19 Objectives: Oral Presentations			
Use effective verbal and nonverbal strategies to communicate with a variety of audiences.	**(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills.
Develop a speaking style that is natural, lively, and clear and that suits the situation, audience, and message.	**(3) (A)** adapt language for audience, purpose, situation, and intent. **(3) (G)** listen to and speak with diverse individuals. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 1**: Students will develop and practice effective oral communication skills. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.
Learn to use supporting tools, such as the microphone and rostrum, effectively.	Not assessed	Not assessed	Not assessed
Interact with the audience through nonverbal strategies, responses to feedback, and Q & A.	**(11) (B)** demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance. **(11) (M)** conduct formal and informal professional presentations using effective verbal and nonverbal strategies to inform, persuade, or motivate an audience. **(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 3**: Plan and present short presentations individually or as a group member.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 3**: Understand the application and interview process for employment. • Complete a written or electronic job application form properly. Role-play interviews and demonstrate appropriate verbal and nonverbal communication. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 2**: Use appropriate nonverbal communication while presenting including voice quality, eye contact, and hand gestures.

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Build self-confidence and harness stage fright.	**(11) (N)** use appropriate techniques to manage communication apprehension and build self-confidence.	**Standard 3**: Students will develop and practice effective oral communication skills. **Objective 1**: Practice correct pronunciation and enunciation. **Objective 3**: Plan and present short presentations individually or as a group member. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 2**: Practice and consider the process of conflict resolution by demonstrating correct responses to passive, assertive, and aggressive behaviors. • **Indicator**: Participate in group discussions by role playing each behavior by professionally talking about current business issues. **Objective 3**: Explore positive leadership skills, techniques, styles, good listening skills, communication skills, and an example of good integrity. • **Indicator**: Conducting a meeting and preparing an agenda. **Objective 4**: Explore positive teamwork skills, techniques, and styles.	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 3**: Deliver impromptu and planned speeches with confidence.
Understand and create rubrics to evaluate presentations.	**(11) (O)** evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation.	Not assessed	**Standard 1**: Students will develop and practice effective oral communication skills. **Objective 2**: Evaluate oral presentations analytically and critically. (Videotape presentation for evaluation suggested)
**Chapter 20 Objectives: Written Presentations**
Understand the different types of written presentations.	**(2) (E)** evaluate oral and written information. **(2) (F)** research topics for the preparation of oral and written communications.	**Standard 5**: Students will produce effective written communication documents. **Objective 2**: Use the writing process to produce e-mails and letters appropriate to task, purpose, and audience. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles.	**Standard 3**: Students will compose an effective business report. **Objective 3**: Recognize the difference between an analytical and an informational report. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 1**: Understand the importance of taking responsibility for oral and written communication.

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Recognize that written presentations play a key role in the Arts, A/V Technology and Communications cluster.	**(b) (2)** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **(11)** The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster.	**Standard 2**: Students will develop correct usage and mechanics in English. **Objective 1**: Practice and use correct spelling in written communications. **Objective 2**: Practice and use correct punctuation and grammar in written communication. **Standard 7**: Students will apply basic oral and written communication skills in personal and professional roles. **Objective 5**: Incorporate standards of business ethics into effective communication. **Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 2**: Create an employment portfolio. • **Indicator**: Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity. **Objective 3**: Understand the application and interview process for employment. • **Indicators**: - Complete a job application form properly. - Prepare a list of questions to ask an interviewer and make a list of common mistakes made by interviewers and applicants.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 2**: Create an employment portfolio. • Write an application/cover letter, resume, and follow-up letter for a simulated job opportunity.
Identify the role of data and graphic elements in written presentations.	**(3) (C)** interpret and communicate information, data, and observations. **(11) (U)** apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font, size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. • **indicator**: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. • Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation. • Create effective slide transitions, bullets, graphics, charts, backgrounds, custom animation, audio, and video in electronic slide show.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Identify careers that feature written communication and presentation.	**(b) (2)** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research. **(c) (1) (B)** demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability.	**Standard 9**: Students will integrate all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.	**Standard 5**: Students will create an employment portfolio integrating all forms of communication in pursuit and retention of employment. **Objective 1**: Explore job search strategies and sources for job placement.
Chapter 21 Objectives: Digital Presentations			
Recognize that digital communication holds an important place in the professional world.	**(b) (3)** Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.	**Standard 8**: Students will use technology to enhance the effectiveness of communication.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 2**: Use modern technology to enhance business communication (cd-dvd rom, flash drive, video conferencing, smart phone, voice recognition software, etc.) **Objective 3**: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and internet applications.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Recognize that digital technology plays a key role in contemporary professional communication.	**(5) (A)** use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects. **(9) (D)** understand and exhibit digital citizenship. **(10) (B)** use technology to enhance productivity. **(11) (A)** develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects. **(11) (T)** format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap. **(11) (W)** deliver digital products in a variety of appropriate media. **(11) (Q)** use a variety of strategies to acquire information from electronic resources. **(11) (R)** acquire electronic information in a variety of formats. **(11) (S)** use research skills and electronic communications.	**Standard 8**: Students will use technology to enhance the effectiveness of communication.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. • Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics. **Objective 2**: Use modern technology to enhance business communication (cd-dvd rom, flash drive, video conferencing, smart phone, voice recognition software, etc.) **Objective 3**: Understand basic business terminology including WAN and LAN, cellular technology, voice recognition, and internet applications. **Standard 6**: Students will develop communication skills specific to an organization through professional leadership, personal ethics, and customer/business relationships. **Objective 4**: Develop supervision techniques and customer service strategies. • Identify situations in which technology can impact customer service.
Identify multiple digital presentation applications.	**(5) (A)** Use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 3**: Create an effective electronic slide show to supplement the oral presentation.

Projects in Professional Communications © 2017	§130.110. Professional Communications (TEKS)	Business Communication I	Business Communications II
Understand how to develop and reference technical documentation for digital products.	Not assessed	Not assessed	**Standard 3**: Students will compose an effective business report. **Objective 2**: Identify the parts of a business report: title page, table of contents, abstract/executive summary, body (including introduction and conclusion), references, and appendix. • Create a Reference/Works Cited page. **Standard 7**: Students will present a professional oral report using technology to enhance the effectiveness of the presentation. **Objective 1**: Create and organize a professional oral report. • Create a Reference/Works Cited page with proper citations for sources.
Understand principles of page design.	**(11) (T)** format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap. **(11) (U)** apply desktop publishing to create products using word processing programs, editing products, or drawing programs; design elements such as text, graphics, headlines, color, white space; typography concepts, including font, size and style; and graphic design concepts such as contrast, alignment, repetition, and proximity.	**Standard 8**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. • **Indicator**: Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.	**Standard 4**: Students will use technology to enhance the effectiveness of communication. **Objective 1**: Practice and apply basic software applications. • Refine and enhance documents as needed, using electronic spell check, thesaurus, grammar check, layout, design, and graphics.

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